

REP HEADLINE# 6366390
*** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399
ORDER WORKSHEET

FAX# 703-516-9680
HARRIS REPORT FROM REP
OCT8/12 13.51
*** WFLA-TV ***

ADV # _____ ADV. NAME POLI/B OBAMA/D/PRE/US REP. # _____ OFF. # _____ SALESMAN # _____
AGY # _____ AGY. NAME GREER, MARGOLIS, MITCHELL BUYER NAME KATIE KEULEMAN

3050 K ST NW,

SALES PRSN WA- MEGHAN MCGARR (H)

WASHINGTON, DC 20007

ORDER # _____ CONTRACT # 6366390 CLASS: NATL. _____ LOCAL _____ REGIONAL _____

PRDCT OBAMA ADD TO SKED EST#2002 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT9/12 OCT15/12 WK-1

CITY TAX _____ STATE TAX _____ CO-OP BILLING NEEDED _____ DATE OCT8/12 13.51

REP: NEW ORDER
TTL \$55,525 664X
PLEASE CONFIRM
THANKS! BRIAN FOR MEGHAN

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

ALL INVOICES ARE TO BE SENT TO:
GREER MARGOLIS
ACCOUNTING
1010 WISCONSIN AVENUE NW
SUITE 800
WASHINGTON, DC 20007

OBAMA FOR AMERICA

gm/10/12

LINE# : REP : CD : TIME PERIOD : LGTH : SEC : RATE : START : END : SPTS : WEEK : DAYS : TOTL :
: LINE# : : : : : : : DATE : DATE : /WK : INVT : : SPTS :

AGENCY ADVERTISER CODE = 95 AGENCY EST# = 2002
AGENCY PRODUCT CODE = 101

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
1			1237A-136A	30		\$200.00	10/9	10/12	4		TU-F	4

PROGRAM : LT NITE W/JIMMY FALLON
CON COM1 : LT NITE W/JIMMY FALLON

OCT8/12 13.51
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LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
: LINE#	:	:	:	:	:	:	DATE	DATE	/WK	INVT	:	:SPTS:
2			1200N-100P PROGRAM : TODAY SHOW 3 CON COM1: TODAY SHOW 3	30		\$200.00	10/9	10/12	4		TU-F	4
3			200P-300P PROGRAM : RACHAEL RAY CON COM1: RACHAEL RAY	30		\$250.00	10/9	10/12	4		TU-F	4
4			300P-400P PROGRAM : DOCTORS CON COM1: DOCTORS	30		\$450.00	10/9	10/12	2		TU-F	2
5			400P-500P PROGRAM : DR. OZ CON COM1: DR. OZ	30		\$600.00	10/9	10/12	4		TU-F	4
6			500P-530P PROGRAM : NEWS CHANNEL 8 5P CON COM1: NEWS CHANNEL 8 5P	30		\$900.00	10/9	10/12	2		TU-F	2
7			530P-600P PROGRAM : NEWS CHANNEL 8 530P CON COM1: NEWS CHANNEL 8 530P	30		\$900.00	10/9	10/12	4		TU-F	4
8			600P-630P PROGRAM : NEWS CHANNEL 8 CON COM1: NEWS CHANNEL 8	30		\$1,200.00	10/9	10/12	3		TU-F	3
9			600A-700A PROGRAM : NEWSCHANNEL 8 TODAY CON COM1: NEWSCHANNEL 8 TODAY	30		\$700.00	10/9	10/12	3		TU-F	3
10			700P-730P PROGRAM : NEWSCHANNEL 8 CON COM1: NEWSCHANNEL 8	30		\$1,000.00	10/9	10/12	1		TU-F	1

OCT8/12 13.51
*** WFLA-TV ***

LINE#	REP	CO	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
11			700A-900A PROGRAM : TODAY SHOW CON COM1: TODAY SHOW	30		\$900.00	10/9	10/12	4		TU-F	4
12			730P-800P PROGRAM : ENTERTAINMENT TONIGHT CON COM1: ENTERTAINMENT TONIGHT	30		\$1,000.00	10/9	10/12	4		TU-F	4
13			900A-1000A PROGRAM : TODAY SHOW 2 CON COM1: TODAY SHOW 2	30		\$550.00	10/9	10/12	4		TU-F	4
14			430A-459A PROGRAM : NC 8 TODAY AT 430A ORD COM1: RATES ARE 8/27-9/30 CON COM1: NC 8 TODAY AT 430A	30		\$25.00	10/9	10/14	4		TU-TH,SU	4
15			1000P-1100P PROGRAM : REVOLUTION CON COM1: REVOLUTION	30		\$3,600.00	10/15	10/15	1		MON	1
16			700P-800P PROGRAM : ENTERTAINMENT TONIGHT CON COM1: ENTERTAINMENT TONIGHT	30		\$650.00	10/13	10/13	1		SAT	1
17			700A-900A PROGRAM : SATURDAY TODAY CON COM1: SATURDAY TODAY	30		\$500.00	10/13	10/13	1		SAT	1
18			600P-630P PROGRAM : NEWSCHANNEL 8/ CON COM1: NEWSCHANNEL 8/	30		\$750.00	10/14	10/14	1		SUN	1
19			700P-830P PROGRAM : FOOTBALL NIGHT IN AMRC CON COM1: FOOTBALL NIGHT IN AMRC	30		\$3,400.00	10/14	10/14	1		SUN	1

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LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
:	LINE#	:	:	:	:	:	DATE	DATE	:	:	:	:
20			800P-1100P	30		10000.00	10/14	10/14	1		SUN	1
PROGRAM : NFL PRESEASON:INDGPIT8/19/12												
CON COM1: NFL PRESEASON:INDGPIT8/19/12												
21			800A-900A	30		\$1,100.00	10/14	10/14	1		SUN	1
PROGRAM : SUNDAY TODAY												
CON COM1: SUNDAY TODAY												
22			900A-1000A	30		\$300.00	10/14	10/14	1		SUN	1
PROGRAM : NEWSCHANNEL 8 SUNDAY												
CON COM1: NEWSCHANNEL 8 SUNDAY												
23			1000P-1100P	30		\$3,600.00	10/10	10/10	1		WED	1
PROGRAM : CHICAGO FIRE												
CON COM1: CHICAGO FIRE												
24			430A-459A	30		\$25.00	10/15	10/15	1		MON	1
PROGRAM : NC 8 TODAY AT 430A												
CON COM1: NC 8 TODAY AT 430A												
25			1237A-136A	30		\$200.00	10/15	10/15	1		MON	1
PROGRAM : LT NITE W/JIMMY FALLON												
CON COM1: LT NITE W/JIMMY FALLON												
26			1200N-100P	30		\$200.00	10/15	10/15	1		MON	1
PROGRAM : TODAY SHOW 3												
CON COM1: TODAY SHOW 3												
27			200P-300P	30		\$250.00	10/15	10/15	1		MON	1
PROGRAM : RACHAEL RAY												
CON COM1: RACHAEL RAY												
28			400P-500P	30		\$600.00	10/15	10/15	1		MON	1
PROGRAM : DR. OZ												
CON COM1: DR. OZ												

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29			700A-900A	30		\$900.00	10/15	10/15	1		MON	1
PROGRAM : TODAY SHOW												
CON COM1: TODAY SHOW												
30			730P-800P	30		\$1,000.00	10/15	10/15	1		MON	1
PROGRAM : ENTERTAINMENT TONIGHT												
CON COM1: ENTERTAINMENT TONIGHT												
31			900A-1000A	30		\$550.00	10/15	10/15	1		MON	1
PROGRAM : TODAY SHOW 2												
CON COM1: TODAY SHOW 2												
OCT/12			55525.00									
											CONTRACT TOTAL	55525.00
											TOTAL SPOTS	64

MARKET TOTALS \$252,386 WFLA 22% WFTS 19% WTSP 23% WTVT 26% WTOG 1% WTTA 2% WMOR 1%
 WMOX 0% WXPX 0% WWSB 6% CABL 0%
 SHARES ESTIMATED. WILL UPDATE.
 SVC- NSI
 DEMOS- RA35+*

Greer Margolis Mitchell
1010 Wisconsin Ave
Suite 800
Washington DC 20007

Barack Obama/ D/ President
Submission Number 801 Issue 1



WFLA-TV

P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client:	Barack Obama/ D/ President	Submission Cost:	54925	Campaign Ref:	E:063663900
Buyer:	..	Client/Product/Estimate:	95 /101 /2002	Sales Rep:	HRP Washington, DC
Schedule Dates:	10/08/12 to 10/21/12	Weeks:	2	Order Ref:	06366390
Est/PO Number:	06366390	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Product:	Obama Add To Sked	Booking Group:	WFLA	Key Market:	Tampa-St. Petersburg, FL
Demographic:	(L) Household	Order:			

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/08	10/15	Total	Cost
1	M-F 1237a ET / 1137p CT Late Night .TWTF..	03	200	30 Comme	Nbr of Spots 1		1	200
2	M-F 12p Today Show III .TWTF..	03	200	30 Comme	Nbr of Spots -3		-3	-600
3	M-F 2p Rachael Ray .TWTF..	03	250	30 Comme	Nbr of Spots 4		4	1000
4	M-F 3p Doctors .TWTF..	03	450	30 Comme	Nbr of Spots 2		2	900
5	M-F 4p Dr Oz .TWTF..	03	600	30 Comme	Nbr of Spots 4		4	2400
6	M-F 5p News .TWTF..	03	900	30 Comme	Nbr of Spots 2		2	1800
7	M-F 530p News .TWTF..	03	900	30 Comme	Nbr of Spots 4		4	3600
8	M-F 6p News .TWTF..	03	1200	30 Comme	Nbr of Spots 3		3	3600
Weekly Totals:					55	9	64	
Open PR					-3		-3	-600

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Schedule Dates:	10/08/12 to 10/21/12	Weeks:	2	Order Ref:	06366390
Est/PO Number:	06366390	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/08	10/15	Total	Cost
9	M-F 6a News .TWTF..	03	700	30 Comme	Nbr of Spots	3	3	2100
10	M-F 7p News .TWTF..	03	1000	30 Comme	Nbr of Spots	1	1	1000
11	M-F 7a Today Show .TWTF..	03	900	30 Comme	Nbr of Spots	4	4	3600
12	M-F 730p Entertainment Tonight .TWTF..	03	1000	30 Comme	Nbr of Spots	4	4	4000
13	M-F 9a Today Show II .TWTF..	03	550	30 Comme	Nbr of Spots	4	4	2200
14	M-Th, Su 430a News .TWTF..S	06	25	30 Comme	Nbr of Spots	4	4	100
15	Mon 10p ET / 9p CT Revolution M.....	03	3600	30 Comme	Nbr of Spots	1	1	3600
16	Sat 7p Entertainment TonightS.	03	650	30 Comme	Nbr of Spots	1	1	650
17	Sat 7a Today ShowS.	03	500	30 Comme	Nbr of Spots	1	1	500
18	Sun 6p NewsS	03	750	30 Comme	Nbr of Spots	1	1	750
19	Sun 7p ET / 6p CT Football Night in	03	3400	30 Comme	Nbr of Spots	1	1	3400
Weekly Totals:					Total Spots(Ord Spots)	55	9	64
					Open PR	-3		-600

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Buyer: ..	Client/Product/Estimate: 95 / 101 / 2002	Sales Rep: HRP Washington, DC
Schedule Dates: 10/08/12 to 10/21/12	Weeks: 2	Order Ref: 06366390
Est./PO Number: 06366390	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/08	10/15	Total	Cost
20	Sun 815p ET / 715p CT NBC Sunday Night FootballS	03	10000	30 Comme	1		1	10000
21	Sun 8a Today ShowS	01	1100	30 Comme				1100
22	Sun 9a NewsS	03	300	30 Comme	1		1	300
23	Wed 10p ET / 9p CT Chicago Fire ..W....	03	3600	30 Comme	1		1	3600
24	M-Th, Su 430a News M.....	06	25	30 Comme		1	1	25
25	M-F 1237a ET / 1137p CT Late Night M.....	03	200	30 Comme		1	1	200
26	M-F 12p Today Show III M.....	03	200	30 Comme		1	1	200
27	M-F 2p Rachael Ray M.....	03	250	30 Comme		1	1	250
28	M-F 4p Dr Oz M.....	03	600	30 Comme		1	1	600
29	M-F 7a Today Show M.....	03	900	30 Comme		1	1	900
Weekly Totals: Total Spots(Ord Spots)					55	9	64	
Open PR					-3		-3	-600

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Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/08	10/15	Total	Cost
30	M-F 730p Entertainment Tonight	03	1000	30	Nbr of Spots	1	1	1000
31	M-F 9a Today Show II	03	550	30	Nbr of Spots	1	1	550
Weekly Totals:					55	9	64	
Total Spots(Ord Spots)					55	9	64	
Open PR					-3		-3	-800

Pre-emption Summary

Ref	Sales Product	Spot Type	Pre-empt Date	Status	Pre-empt Value	Makegood Line(s) (Dates)	Makegood Ref	Campaign Ref
1	M-F 1237a ET / 1137p CT Late Night	:30 Commercial	10/08/12	Open Pre Emption	600.00		0000000000	E:063663900

Grand Totals

Totals	10/08	10/15
Spots	64	55
Cost	55525	48200
		7325

Grand Totals:

Spots: 64
Gross Total: 54,925.00
Commission: 8,238.75
Net Total: 46,686.25